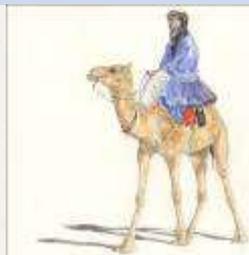




CMS Family Capacity Building Workshop for African National Focal Points

Communication

29-31 October 2013
Cape Town, South Africa



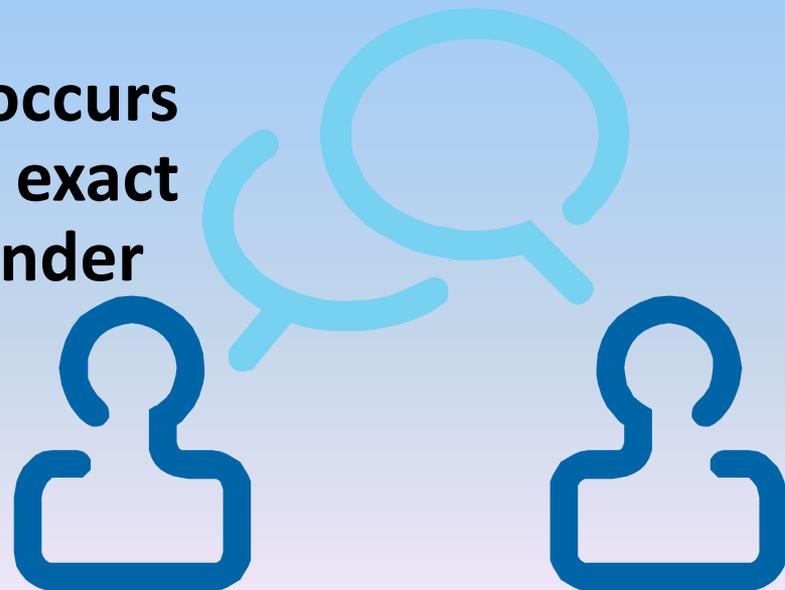


Johann Wolfgang von Goethe:

“No one would talk much in society if they knew how often they were misunderstood by others...”

Definition

- Communication is the process of sending and receiving messages through channels in order to establish common meanings between a sender and a receiver.
- **Effective communication only occurs if the receiver understands the exact information or idea that the sender intended to transmit.**



Communication problems

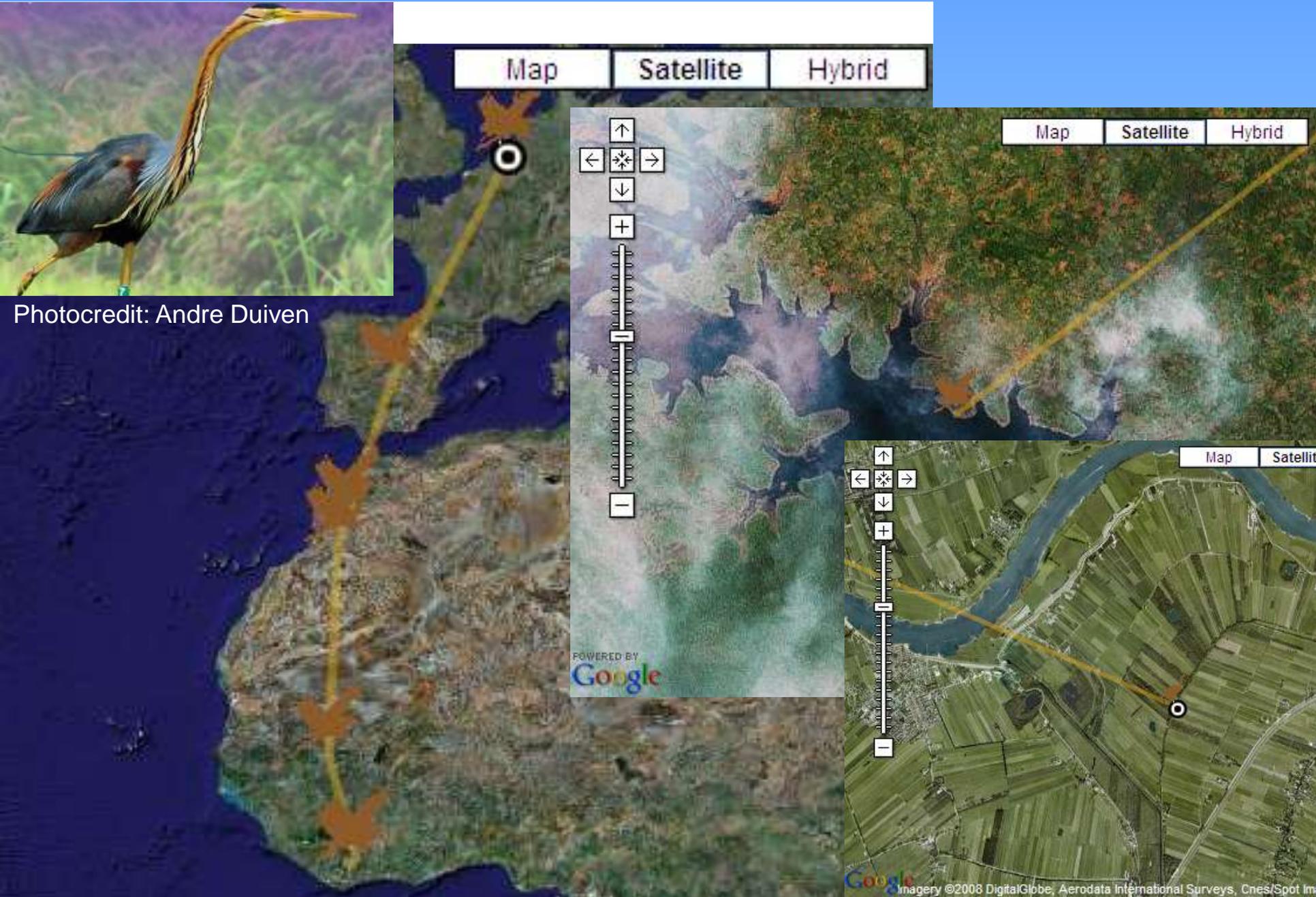
Many of the problems that occur (in an organisation or group) are the direct result of people failing to communicate.

It leads to confusion, misunderstanding, mistrust and eventually failing plans.

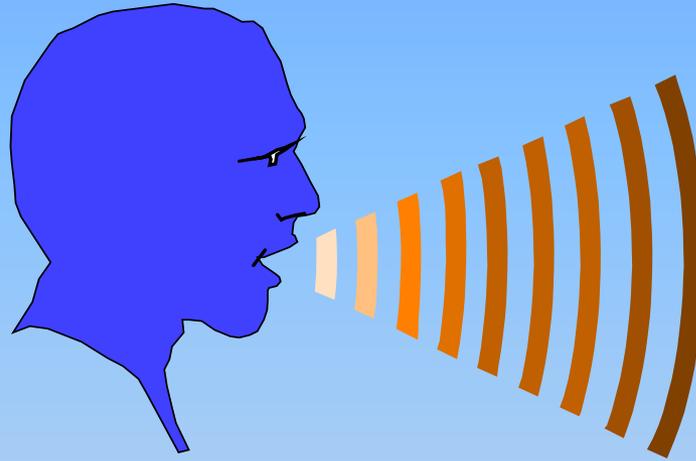
Satellite tracking of Purple Heron



Photocredit: Andre Duiven



Three facts about communication



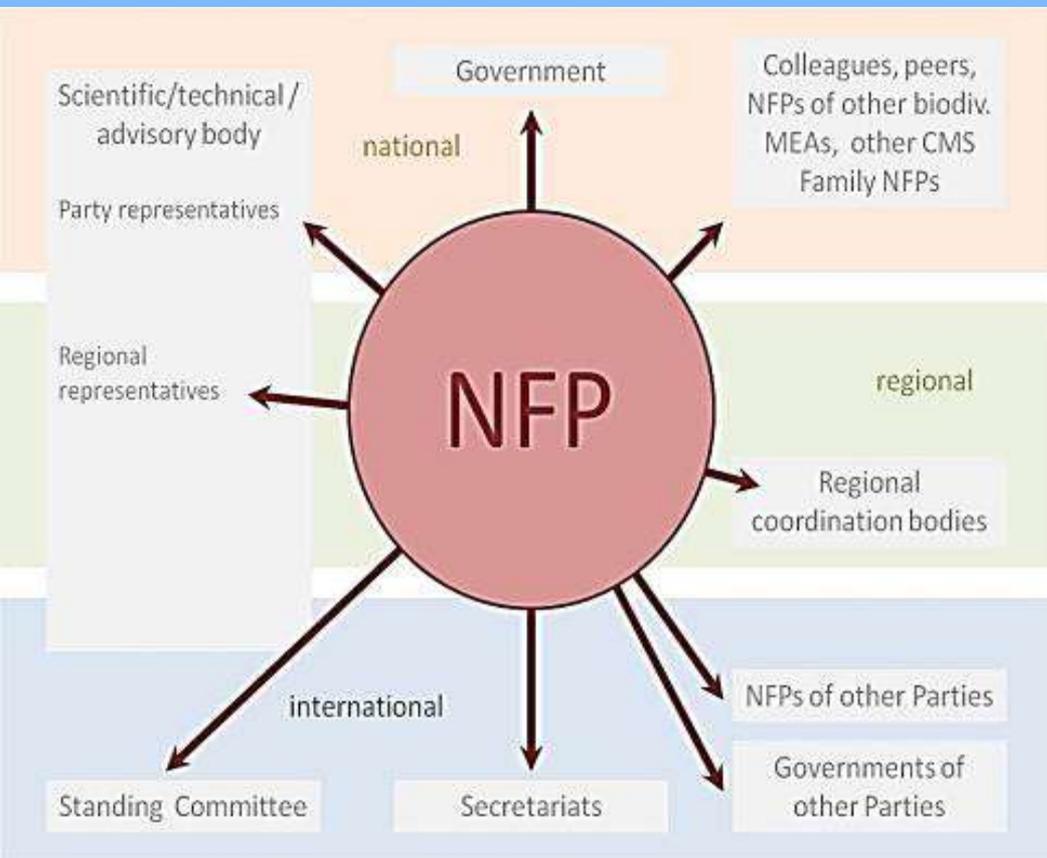
- 👉 Pure communication is impossible;
- 👉 We communicate all the time;
- 👉 We perceive differently.

IMPORTANCE DE LA BONNE COMMUNICATION

- *Par conséquent, il est crucial d'établir un flux régulier d'informations et de communication. « Se tenir au fait » des développements de la CMS et de ses instruments constitue la base*
- *Il est recommandé que les PFN communiquent régulièrement à tous les niveaux (national, régional, international)*

- *Les collègues, pairs et supérieurs hiérarchiques au sein de l'organisation et d'autres ministère et agences pertinentes ;*
- **Les experts/membres des organes subsidiaires scientifiques et techniques de l'instrument de la CMS concerné ;**
- **Les PFN d'autres AEM relatifs à la biodiversité ; les autorités/forums régionaux**

3.2 Communication and Dissemination of Information



- **Communication is a key element of any NFP's responsibilities.**
 - Within the member state;
 - Between the Secretariat and the member state;
 - Between member states
- **Actions required by the NFPs:**
 - **Communication:** collect contact information of all relevant stakeholders active in the field of the CMS and its instruments;
 - **Staying up-to-date:** Regularly check the e-community platform and the relevant CMS Family websites for information and provide input where required.



**Merci beaucoup
Thank you very much**